

March 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Monday, March 29, 2010 8:35 AM  
**To:** 'Colene Sharpe'  
**Cc:** 'noemi\_margaret@nps.gov'  
**Subject:** RE: TGTV Filming in California - permit request

<http://www.nps.gov/goga/planyourvisit/permits.htm>

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Colene Sharpe [<mailto:colene@tgtvinc.com>]  
**Sent:** Monday, March 29, 2010 8:18 AM  
**To:** Mary Currie  
**Subject:** TGTV Filming in California - permit request

Hello Mary:

TGTV has been working with the California Travel & Tourism Commission in coordinating our filming schedule for our shows: *The Travel Guy* and *The Market Chef*. We are scheduled to film the Golden Gate Bridge on April 23rd and I understand our crew will require a permit. If you can please email me a copy of the request form at your earliest convenience, I can have it completed and faxed back to you shortly.

If you require further information, please let me know.

Thank you,

Colene Sharpe  
Production Manager

**TGTV Inc.**  
200 Evans Avenue, Suite 3  
Toronto, Ontario, Canada M8Z 1J7  
[www.tgtvinc.com](http://www.tgtvinc.com)

Tel: (416) 916-9010  
International: 00+1+416+916+9010  
Fax: (416) 594-3339  
[colene@tgtvinc.com](mailto:colene@tgtvinc.com)

Mary Currie

March 2010

**From:** Mary Currie  
**Sent:** Tuesday, March 30, 2010 4:14 PM  
**To:** OFW Diaries  
**Cc:** noemi\_margaret@nps.gov  
**Subject:** RE: REQUEST FOR PERMIT TO SHOOT OPENING AND CLOSING SPIELS AT THE GOLDEN GATE BRIDGE

WE charge \$2500 per day to be on our property to film TV shows like this and we require 30 days advance request, so we can not film on April 3 to 7. I think you should film OFF of our PROPERTY on the proeprty of the GOLDEN GATE NATIONAL RECREATION AREA. PLease contact them through Noemi Margaret Robsinon who is coped on this email.

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**From:** OFW Diaries [OFWDiaries@gmanetwork.com]  
**Sent:** Tuesday, March 30, 2010 2:22 PM  
**To:** Mary Currie  
**Subject:** REQUEST FOR PERMIT TO SHOOT OPENING AND CLOSING SPIELS AT THE GOLDEN GATE BRIDGE

Good day!

We are a television show in the Philippines and we are doing some stories in San Francisco on April 3-7. The show is about Filipinos living abroad (in this instance, San Francisco).

We would like to ask for permission to shoot our program spiels at the Golden Gate Bridge. This is the part where the host introduces a show and establishes that we are in San Francisco. (No better place but the Golden Gate for this)

It will only be a 2-man crew (host and cameraman). We hope to do this on April 6 at around 6 or 7pm, hopefully to catch a sunset. We hope this is possible.

We'd also like to ask for your procedure for this. Thank you!

Alyx Arumpac  
Reseacher  
OFW DIARIES  
GMA NETWORK, INC  
Manila, Philippines  
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Mary Currie

March 2010

**From:** Mary Currie  
**Sent:** Tuesday, March 30, 2010 4:19 PM  
**To:** andrea.montevercchi@elandra.eu  
**Cc:** noemi\_margaret@nps.gov  
**Subject:** RE: filming permits for a small italian tv troupe

We charge a flat standard fee of \$2500 for filming of TV shows like this ON OUR PROPERTY AND we require 30 days advance for all requests. I would recommend you contact the Golden Gate National Recreation Area who own the land around the Golden Gate Bridge as they have beautiful views of the Bridge from their properties on both the north and south side of the Golden Gate. Contact Noemi Margaret Robsinson who is copied on this email

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**From:** andrea.montevercchi@elandra.eu [andrea.montevercchi@elandra.eu]  
**Sent:** Tuesday, March 30, 2010 11:15 AM  
**To:** Mary Currie  
**Subject:** filming permits for a small italian tv troupe

Hello Mary,

My name is Andrea Montevercchi, I work for Elandra Productions ([www.elandra.eu](http://www.elandra.eu)), an italian tv producer mainly focused on travel documentaries. In april 2010 (9-18) we are coming to san Francisco to shoot a documentary about the city and its surroundings, that will be on air next summer on the third channel of Rai, the italian national public broadcaster and first tv company. The video will be broadcasted during "Alle falde del Kilimangiaro" (<http://www.allefaldedelkilimangiaro.rai.it>), the first travel emission in italian television, and will feature all the aspects of the city of San Francisco, promoting it as a perfect holiday destination.

Because of enormous cuts on documentaries buys operated by Rai, we are now forced to extremely lower our production costs, from flights, to accomodations, to transfers, to filming permits. Our challenge is now to reduce the costs without reducing the quality and the contents of our projects.

Among all the monuments in San Francisco, we obviously cannot miss to film the golden gate bridge, the real symbol of the city. I'd like to know if is possible to film the bridge, if there are special filming permits and what's their cost. Is important that you know that is a big problem for us to pay for the filming permits, as we are a small production with a very low budget. Indeed, we are just 2 persons (director-cameraman and his assistant), we move with just one

rental car, and we work with a very light equipment (only a tripod and a camera), so maybe you can help us exempting us from getting the permit...

Please, let me know what you can do for us.

Thank you

Andrea Montevercchi

Elandra Productions

Viale Maria 99, 00154 Fiumicino (Roma)

[andrea.montevercchi@elandra.eu](mailto:andrea.montevercchi@elandra.eu)

+39-3381111962

April 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Wednesday, April 14, 2010 7:52 AM  
**To:** 'Client M'  
**Cc:** jordan.woodall.86@gmail.com  
**Subject:** RE: Golden Gate Bridge Permit

(Filming  
Not Done)

1. We require a 30-day advance notice to schedule filming on our property.
2. The fee is \$2500/per for 8 hours
3. The insurance is rigorous and will be for \$5 million
4. It is very unclear what and where you want to film
5. Filming on the sidewalks is very limited due to the crowds

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Client M [<mailto:bgoodfilms09@yahoo.com>]  
**Sent:** Tuesday, April 13, 2010 5:35 PM  
**To:** Mary Currie  
**Cc:** [jordan.woodall.86@gmail.com](mailto:jordan.woodall.86@gmail.com)  
**Subject:** Golden Gate Bridge Permit

Good afternoon Mary. I spoke with you earlier in the month regarding obtaining a permit for two days of shooting a short film on the Golden Gate Bridge. The following is the: who, what, why and where you requested.

Jordan Woodall is seeking a permit for shooting scenes on the Golden Gate Bridge for his short film Any Time At All between May 12-14, 2010.

Jordan Woodall up in Marin County, California. After attending public primary schools, he transferred from College of Marin to the renowned Film Studies Program at San Francisco State University to get his degree in cinema production. He is slated to graduate in May, 2010 with a bachelors degree in cinema with a directing emphasis. His strongest cinematic influences include the direction of Francis Ford Coppola and Alfred Hitchcock. Although it was after seeing Jurassic Park by Stephen

Speilberg that Jordan decided he wanted to make films. Jordan feels a strong need to share a Message against jumping from the bridge

And towards meeting life's challenges. Here is a synopsis of his short film, Any Time at All:

The film, Any Time At All, is about a depressed young man contemplating suicide by jumping off the Golden Gate Bridge after the death of his father (the only person he really connects to). When an old friend talks him down from the point of no return and helps him see that he can live through this rough patch in his life he finds renewed hope.

The theme of the film is redemption. That so many times one is able to make it through the pain in life with the simple help of an extended hand.

The message that without extinguishing either life or the pain which inevitably comes with it. Life goes on.

With funding, the film will be entered in the following film festivals: San Francisco International Film Festival, Sundance Film Festival and the Tiburon Film Festival and will show people that there is always hope. There is even hope when you're on the brink of jumping into the bay. "I speak of hope to the city that holds the world's most popular suicide landmark."

Thank you very much for your consideration,

S. Mead  
Producer  
(415) 871-6780  
Jordan A. Woodall  
Writer/Director

April 2010

**Mary Currie**

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**From:** Sinclair Ke [sinclairke@yahoo.com]  
**Sent:** Thursday, April 29, 2010 4:28 PM  
**To:** Mary Currie  
**Cc:** Noemi Margaret Robinson (noemi\_margaret@nps.gov)  
**Subject:** RE: Request for Filming

*Filmed  
OFF GGB  
property*

Thank you for a swift reply. I will resend my application to Ms. Margaret of National Park Service per your instruction.

Thanks again.  
Sinclair

--- On Thu, 4/29/10, Mary Currie <MCurrie@goldengate.org> wrote:

From: Mary Currie <MCurrie@goldengate.org>  
Subject: RE: Request for Filming  
To: "Sinclair Ke" <sinclairke@yahoo.com>  
Cc: "Noemi Margaret Robinson (noemi\_margaret@nps.gov)" <noemi\_margaret@nps.gov>  
Date: Thursday, April 29, 2010, 12:15 PM

We charge a flat location fee of \$2500 per day for filming documentaries ON Golden Gate Bridge property. To have the vantage of the Golden Gate Bridge behind you in your shot as it appears in most postcards, I suggest you consider filming your piece just off Bridge property on that of the neighboring Golden Gate National Recreation Area. The link to their permit information is below and the contact person is copied on this email.

<http://www.nps.gov/goga/planyourvisit/permits.htm>

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Sinclair Ke [mailto:sinclairke@yahoo.com]  
**Sent:** Thursday, April 29, 2010 8:49 AM  
**To:** Mary Currie  
**Cc:** Sinclair Ke  
**Subject:** Request for Filming

Ms. Mary Currie



Spokeswoman

Golden Gate Bridge District

Dear Ms. Currie:

On behalf of a three-member traveling Chinese TV crew, I wish to request your permission for a brief filming of the Golden Gate Bridge on June 11. Please see attached letter for more details. Thank you very much for your assistance. I look forward to hearing from you. Until then, I remain

Sincerely,

Sinclair Ke

Producer

Office of Broadcast Support

U.S. Department of State

National Press Building, Suite 800

Washington, D.C. 20045



**Mary Currie**

May 2010

**From:** Kirsty Wilson [Kirsty.Wilson@bullseyetv.co.uk]  
**Sent:** Monday, May 17, 2010 4:21 AM  
**To:** Mary Currie  
**Subject:** National Geographic Documentary

Filming  
Not  
Done

Dear Sir/ Madam,

I am a producer here at Bullseye, an award winning London based company, and we are currently working for the National Geographic Channel who we have a strong relationship with. Please feel free to take a look at our website below.

Bullseye TV and National Geographic are dedicated to producing the highest level of exciting and entertaining factual documentaries. We are currently running a 3 part series looking at the most renowned and well loved monuments and structures throughout the world. We will then attempt to assess the 'value' of these buildings through a process of examination of the engineering, history and social worth of these sites. Obviously the structures we are examining are priceless but this is an interesting and exciting new way of approaching these famous sites and truly celebrating them.

We and the National Geographic Channel felt that the Golden Gate Bridge was a fantastic choice given that it is so well known and awe inspiring symbol of America throughout the world. We appreciate that the structure is a functioning site and often incredibly busy. However, we have a specialist team in place who are very experienced in working at sites which have to be treated with a certain sensitivity and at locations where security concerns are not to be taken lightly.

This really will be a fantastic and exciting documentary which will be shown on the National Geographic Channel International in the United States and then throughout the world. Previous documentaries I have made with the channel have received around 17 million viewers and so really do generate a vast amount of interest and awareness. We are also working with the Eiffel Tower as present.

At this stage we would simply like to ascertain whether this documentary is of interest and may be possible. We would love to work with you and feel that our documentary series would be sadly lacking without one of America's most important symbols. We currently have July – September outlined as our shooting months and I imagine during this time we would need little more than a 2-3 days shooting with you with a minimal crew and minimal kit.

I look forward to hearing from you

**Kirsty Wilson**  
Producer

Bullseye Productions, 1 Ariel Way, London, W12 7SL  
T: +44 (0)20 3189 3507 F: +44 (0)20 3189 3501 [www.bullseyetv.co.uk](http://www.bullseyetv.co.uk)

**Kirsty Wilson**  
Producer

Bullseye Productions, 1 Ariel Way, London, W12 7SL  
T: +44 (0)20 3189 3507 F: +44 (0)20 3189 3501 [www.bullseyetv.co.uk](http://www.bullseyetv.co.uk)

June 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Tuesday, July 06, 2010 7:56 AM  
**To:** 'Sarah Barker'  
**Subject:** RE: Documentary Series for Discovery

Sorry, we are not interested in participating in this program.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Sarah Barker [<mailto:sarah@windfallfilms.com>]  
**Sent:** Tuesday, July 06, 2010 7:55 AM  
**To:** Mary Currie  
**Subject:** Documentary Series for Discovery

Dear Sir or Madam,

Please forgive me for contacting you out of the blue like this. My name is Sarah and I am a Development Researcher at Windfall Films in London - an independent production company responsible for award-winning series such as Inside Nature's Giants and Generals At War.

We are currently working with The Discovery Channel and Channel 5 (UK) to make a ground-breaking series on some of the biggest and most iconic structures in the world... but with a twist. **'Extreme Cleaners'** will be an adrenaline-fuelled series, looking at the world's most iconic structures through the people who clean and/or restore them. The adventure and jeopardy of people at work in the most extreme situations, will be combined with cutting edge CGI and stunning photography, in order to tell the stories behind some of the world's most famous landmarks from a completely different angle.

We are very keen to include The Golden Gate Bridge in this series, as it is undoubtedly one of the most iconic structures in the world. The idea would be to film the recoating of the main cables, scheduled for this summer, as we believe this presents an incredible opportunity to witness the work of the crew as they repair and protect an extraordinary structure.

If you are not aware of Windfall's output, we have recently been named as one of the best independent production companies in the UK. We have won several awards this year for our Channel 4 series, Inside Nature's Giants. Please have a look at our website so you can get an idea of the sort of programming we make. Our address is [www.windfallfilms.com](http://www.windfallfilms.com).

Thank you so much for your time and I look forward to hearing your thoughts.

Best regards,

Sarah

Sarah Barker

**Development Researcher**

**windfallfilms**

One Underwood Row

London N1 7LZ

Tel: +44 (0) 20 7251 7676

Fax: +44 (0) 20 7253 8468

[www.windfallfilms.com](http://www.windfallfilms.com)

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July 2010

**Mary Currie**

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**From:** Margaret Aery [margaret\_aery@wgbh.org]  
**Sent:** Monday, July 19, 2010 7:14 AM  
**To:** Mary Currie  
**Subject:** Re: Filming Request

Hi Mary,

As you've probably guessed, this is beyond the scope of our production, but I appreciate the speedy response.

Best,

Margaret

On 7/14/10 4:36 PM, "Mary Currie" <MCurrie@goldengate.org> wrote:

The fee for any part of a day of filming is \$2500. Plus insurance. We need at least 30 days out to schedule.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129  
415-923-2222

**From:** Margaret Aery [mailto:margaret\_aery@wgbh.org]  
**Sent:** Wednesday, July 14, 2010 1:30 PM  
**To:** Mary Currie  
**Subject:** Filming Request

Hi Mary,

I'm writing to enquire about filming with a small hand-held flip camera on the Golden Gate Bridge. I work for a new PBS kids show about engineering, called Design Squad: Go. DS: Go features two professional engineers/hosts, who travel the world and help talented young people make their wish or dream come true through engineering. The show aims to get young people interested in engineering by showing them that engineering truly is everywhere and it can be a creative and exciting field. We have built a skate-park with young Apache skateboarders in Phoenix, Arizona; we have created a play structure with a community of kids in Cusmapa, Nicaragua; and we have designed alternative material gowns with two young fashion designers for Christian Siriano of Project Runway fame.

In a recent episode, our hosts traveled to Oakland, CA, where they partnered with a young bike builder and jazz musician to build a one-of-a kind musical bike. In order to give some context to the episode, we would like to shoot a short piece at an iconic San Francisco location – the Golden Gate Bridge would obviously be our first choice.

Please let me know how we should proceed in order to get the necessary permits for this. The production would just consist of the two hosts, who would film each other with a hand-held flip cam as they walk across the bridge. No one else would accompany them and there wouldn't be any further equipment. It would probably take them 30 minutes at most, and they would like to do this at some point next week if possible. Please let me know if this seems do-able and what my next step should be.

Thanks so much for your time and help,

Margaret

--

Margaret Aery  
Production Assistant  
WGBH - Design Squad  
Tel: 617-300-3903  
Fax: 617-300-1043

July 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Thursday, July 15, 2010 1:23 PM  
**To:** 'Kaitlin Kerns'  
**Subject:** RE: Golden Gate Permits

We do not allow any stunts being performed. Sorry.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Kaitlin Kerns [[mailto:Kaitlin\\_Kerns@dkcnews.com](mailto:Kaitlin_Kerns@dkcnews.com)]  
**Sent:** Thursday, July 15, 2010 1:05 PM  
**To:** Mary Currie  
**Subject:** Golden Gate Permits

Good afternoon,

I wanted to see if you could send along information regarding permits needed to perform a stunt off the bridge. What areas are available and what is the process to get a permit issued?

Thanks so much!

Kaitlin Kerns  
**DKC/Dan Klores Communications**  
O: 212-981-5231  
C: 862-485-0983

Aug. 2010

-----Original Message-----

From: Mary Currie

Sent: Monday, August 23, 2010 2:07 PM

To: 'Dando Valle'

Subject: RE: Golden Gate Bridge permit

We cannot accommodate this request. Please call me to discuss.

Mary Currie, Public Affairs Director

Golden Gate Bridge, Highway and Transportation District PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

-----Original Message-----

From: Dando Valle [<mailto:dandovalle@yahoo.com>]

Sent: Tuesday, August 17, 2010 10:54 AM

To: Mary Currie

Subject: Golden Gate Bridge permit

Dear Mary,

My name is Dando Valle and I am a producer from Miami who wants to do a photoshoot and film in San Francisco. This is for a **Dutch fashion catalog**. One of the locations that we intend to shoot is the GG Bridge and I was told by Laurel, from the Film Commission, that we require a permit from you.

The dates will be around the 22-27 (one of these days) of September. The crew is 6 people including the camera man, photographer, stylist, model, producer and myself. No flashes or any equipment other than the cameras and tripodes will be used. Only a van and a motorcycle (prop) will be used.

The idea is to shoot the model crossing the bridge on a motorcycle while the crew is on the sidewalk. We will also have a police officer on set.

I would like to know what is required from your side to accomplish the above.

Thank you very much.

Dando Valle



August 2010

**Mary Currie**

**From:** Mary Currie  
**Sent:** Monday, August 23, 2010 12:43 PM  
**To:** 'Susanne Preissler'  
**Cc:** Head of Production  
**Subject:** RE: Golden Gate Bridge Request

Filming Not  
Done -  
went off  
properly

Okay, I can work on a very preliminary permit tomorrow morning.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Susanne Preissler [<mailto:susanne@independentmediainc.com>]  
**Sent:** Monday, August 23, 2010 12:41 PM  
**To:** Mary Currie  
**Cc:** Head of Production  
**Subject:** Re: Golden Gate Bridge Request

Do you have a minute to talk?

1) I think realistically you will need to see the shooting boards....and the rough edit. I think that there will be hints of the bridge that open this spot, as I mentioned, ending on the full bridge at the end. That being the case, I do think it will be more than 10 seconds. Let me find out how long the logo runs at the end (normally these things are 3-5 seconds)...this would mean that we would see elements of the bridge for :25 seconds. Although with on camera talent, I may be able to shave off 5-6 seconds....

2) I have a call into Bobby Z and we worked up his numbers and submitted them to the client. It's up to them as to whether they want this footage. I have told them I need to know asap, as I don't want to lose Bobby and I need to keep you in the loop.

3) I also think that you should definitely include in your agreements that you have the right to approve all logos that are generated. Meaning that you have a separate paper that has to be signed off before the spot can run with the logo (the approved logo).

4) I think that is important, and I think that your seeing the shooting boards will keep this in check.

On Aug 23, 2010, at 12:19 PM, Mary Currie wrote:

**Based on what I know so far:**

...we can live with the second scenario....we are still concerned about:

- 1) the 30 seconds being too much GGB - i.e. 10 seconds of 30 seconds....
- 2) How will the AERIALS be sued exactly?

- 3) And the ending – the animation of the GGB ? we really want to know what that will look like
- 4) IF WE can better understand 2 and 3 above, we can live with this as long as YOU ALL AND THE DIRECTOR understand clearly that ALL references to the GGB must be by analogy, with no conveyed or potentially conveyed endorsements. I see cases all the time when the director shows up, they want to film it differently.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129  
415-923-2222

**From:** HOP [<mailto:hop@independentmediainc.com>]  
**Sent:** Monday, August 23, 2010 12:04 PM  
**To:** Mary Currie  
**Subject:** Golden Gate Bridge Request

Dear Ms. Currie:

Is it possible for us to continue working with you to get our ducks in a row without officially starting the permitting process for the Golden Gate Bridge and incurring charges?

When the job gets officially awarded, we will be able to finalize things and issue payments.

Please let us know your thoughts on this.

Thank you,

Karen Hughes  
independent media  
3000 Olympic Boulevard, Suite 1201  
Santa Monica, California 90404  
Phone: +1 (310) 659-3503  
Fax: +1 (310) 659-3520  
Mobile: +1 (310) 702-1200  
[hop@independentmediainc.com](mailto:hop@independentmediainc.com)

Susanne Preissler  
Executive Producer  
independent media  
3000 Olympic Boulevard, Suite 1201  
Santa Monica, California 90404  
Phone: +1 (310) 659-3503

**i n d e p e n d e n t**  
MEDIA, INC.

*Cox Broadcasting  
Request*

Ms. Mary Currie  
Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station  
San Francisco, CA 94129

RE: Golden Gate Bridge Request

Dear Ms. Currie:

Thank you for discussing with us today the possibility of shooting on and/or at the Golden Gate Bridge.

There are two possible scenarios that we would like to explore for permitting purposes.

The first scenario, which is the preferred scenario, would include shooting the talent (the business icon person who is tbd) on the sidewalk of the bridge delivering the lines. Also included would be some B-roll shots of various architectural elements like rivets, steel cable or other things that might be graphically interesting. The B-roll items would be graphic and artistic. In this scenario the fact that it is the Golden Gate Bridge would not be revealed until the last approximately 8 - 9 seconds of the spot.

The second scenario, which is also a possibility, would include shooting the talent somewhere off the bridge delivering the lines with the bridge hinted at in the background. Also included would be some B-roll shots of various architectural elements like rivets, steel cable or other things that might be graphically interesting and would be shot with a small crew. In this scenario the fact that it is the Golden Gate Bridge would not be revealed until the last approximately 8 - 9 seconds of the spot when we would pull back from this location to reveal the bridge in the background.

With either scenario we hope to get some aerial shots of the bridge pending weather. We would see if Bobby Z was available to work with us on the aerial shots.

As requested, here is some information about the shoot:

- The working title of the series of spots is: "Insights"
- The spot series consists of 3 spots with the working titles of:
  - "Insights / Redwoods" :30
  - "Insights / Golden Gate" :30
  - "Insights / Hoover Dam" :30
- Currently the intended distribution for the series of spots is TV and Print (North America)
- Doner Advertising or Cox would be signing the permit for the Golden Gate Bridge
- Cox Communications is the client for the job and would own the footage
- We have obtained permission but not yet applied for the permits for Redwoods locations (Muir Woods and Armstrong Reserve) and Hoover Dam
- Tentatively we would like to shoot the Golden Gate Bridge spot during the week of September 20, 2010 or the week after.

Following are copies of the proposed preliminary creative boards for this project. The Agency has been forwarded information we have received from you regarding this shoot and specifically the logos.

Please don't hesitate to contact us with any further questions or concerns.

Sincerely,

Karen Hughes

### Insights / Golden Gate:30

DYNAMIC AND COMPELLING CONTRAST OF AN ICON OF BUSINESS (EXAMPLE: JIM COLLINS) IN A SUIT STANDING ON THE GOLDEN GATE BRIDGE.

HE USES THE MAJESTIC ARCHITECTURE OF THIS BRIDGE AS A METAPHOR TO SHARE HIS WISDOM ON HOW TO THRIVE IN TODAY'S BUSINESS WORLD.

SUPER: *Jim Collins*  
*Best-selling author of "Good to Great"*



Filming  
IS OFF  
GOB  
POOR

MUSIC: SUBTLE, BUT INSPIRING

COLLINS: **The Golden Gate Bridge has been standing its ground since 1937.  
You know how?**

**Flexibility. It's able to sway up to 27 feet in either direction.**

**It's the same with business.**

**No matter which way the wind blows – you must remain flexible.**

ANNCR: *Choose a partner who can flex with you so you too, can stand the test of time. A partner in the digital age.*

GRAPHIC TREATMEANT OF LOGO THAT ANIMATES TOGETHER LIKE A BRIDGE BEING BUILT.

LOGO: *Cox Business.*

August 2010

Mary Currie

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**From:** Mary Currie  
**Sent:** Tuesday, August 31, 2010 11:54 AM  
**To:** 'Rod Hamilton'  
**Subject:** RE: Filming

Call me when you can.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

-----Original Message-----

**From:** Rod Hamilton [<mailto:orangepictures@mac.com>]  
**Sent:** Tuesday, August 31, 2010 11:52 AM  
**To:** Mary Currie  
**Subject:** Filming

Hello Mary,

I was given you name by the 5F film commission as the contact person for filming at the Golden Gate Bridge.

I'm a film and commercial producer based in Los Angeles. We are looking to possibly shoot a commercial in San Francisco this coming November. Could you please send me information about filming at the bridge that would outline all costs, regulations and limitations?

Thank you very much for your time.

Best regards,

Rod Hamilton  
232.953.8151

Sept. 2010

**Mary Currie**

---

**From:** Mary Currie  
**Sent:** Friday, September 03, 2010 12:39 PM  
**To:** 'Cindy Perez'  
**Subject:** RE: Question Reg. Filming on the Golden Gate Bridge

- 1) 30 days advance request
- 2) \$10,000 per day, flat rate
- 3) Restriction on the time of day and the lanes in which you can travel – we prefer early on Sunday
- 4) Restrictions on the camera car – cameras must be complete concealed

These are the basics

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Cindy Perez [<mailto:cindy@milagrofilms.com>]  
**Sent:** Friday, September 03, 2010 12:37 PM  
**To:** Mary Currie  
**Subject:** Question Reg. Filming on the Golden Gate Bridge

Hello Mary,

I was told you are able to provide information about the shooting on the Golden Gate bridge and also what permits I would need.

The action we need is a car diving on the bridge and we would have a camera car following this vehicle. We wanted to see how much it would cost for the bridge? Are are the limitations on shooting in the bridge and also what kind of permit would we need?

If you can help me out with these questions I would greatly appreciated. Feel free to reach me at anytime if you have any questions. Thank you for your time...

--  
Cindy Perez  
Executive Assistant

Milagro Films, Inc.  
1645 N. Vine St. Unit 602  
Los Angeles, Ca 90028  
Tel: 323-460-6661 ext 100

**MilagroFilms**



Sept. 2010

Mary Currie

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From: Mary Currie  
Sent: Tuesday, September 21, 2010 6:27 AM  
To: 'zak@lieberman.com'  
Subject: Re: Film Permit

If you film OFF of our property which is inclusive of the bridge structures and parking areas on the directly adjacent south side, then you still need a permit from GGNRA.

Mary Currie

----- Original Message -----

From: Zak Faust <[zak@lieberman.com](mailto:zak@lieberman.com)>  
To: Mary Currie  
Sent: Mon Sep 20 17:24:36 2010  
Subject: Re: Film Permit

Understood. Thanks. We want to abide by the rules and so knowing your guidelines really helps.

Thanks,

Zak Faust

> From: Mary Currie <[MCurrie@goldengate.org](mailto:MCurrie@goldengate.org)>  
> Date: Mon, 20 Sep 2010 16:19:10 -0700  
> To: Zak Faust <[zak@lieberman.com](mailto:zak@lieberman.com)>  
> Subject: Re: Film Permit  
>  
> Sorry, you must film OFF of bridge property then...  
> Mary Currie  
>  
> ----- Original Message -----  
> From: Zak Faust <[zak@lieberman.com](mailto:zak@lieberman.com)>  
> To: Mary Currie

> Cc: Diana Zaslaw <[diana@lieberman.com](mailto:diana@lieberman.com)>

> Sent: Mon Sep 20 16:17:27 2010

Subject: Re: Film Permit

>

> Thank you for your prompt response.

>

> There will be no film crew, just 2 people total: One person with a  
> small consumer type camera and a woman. We were hoping to be able to  
> grab a couple of shots that show her in a classic San Francisco  
> environment. We are getting permits to shoot on the city streets showing other landmarks.

>

> Her story is about her skin, actually, and how it has gotten better.

>

> Unfortunately, we are less than 30 days out. We are filming her this  
> coming Sunday 9/26.

>

> Is there any kind of simpler release/permit option for such a low  
> profile scenario?

>

> Thanks,

>

>

> Zak Faust

>

>

>

>

>

>

>

>> From: Mary Currie <[MCurrie@goldengate.org](mailto:MCurrie@goldengate.org)>

>> Date: Mon, 20 Sep 2010 12:40:35 -0700

>> To: Zak Faust <[zak@lieberman.com](mailto:zak@lieberman.com)>

>> Subject: Re: Film Permit

>>

>> Depends on use and timing. We require 30 days advance and 10,000  
>> dollars for any portion of a day of filming. More specifics would be  
>> needed to determine if we can allow whatever it is you have in mind.

>> Mary Currie

>>

>> ----- Original Message -----

>> From: Zak Faust <[zak@lieberman.com](mailto:zak@lieberman.com)>

>> To: Mary Currie

>> Sent: Mon Sep 20 10:24:36 2010

> Subject: Film Permit

>>

>> Hello Mary,

>>

>> I received your info from the SF Film Commission.

>>

>> I just wanted to see what the rate and application process would be

>> for grabbing a quick shot on the bridge with a small doc unit (it

>> would literally just be the camera man and the talent).

>>

>> Thank you,

>>

>> Zak Faust

>>

>>

>>

>>

>>

>>

>>

>

>

Mary Currie

**From:** Mary Currie  
**Sent:** Monday, September 27, 2010 9:39 AM  
**To:** 'Michael Briggs'  
**Subject:** RE: American Idol - Season 10 Wescam shoot

Sept. 2010

(Filmed in Jan. 2011)

American  
Idol

Permit  
attached

What is the status of your inquiry, the clock is ticking....

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Michael Briggs [<mailto:mbriggs84@gmail.com>]  
**Sent:** Wednesday, September 22, 2010 10:28 AM  
**To:** Mary Currie  
**Subject:** Re: American Idol - Season 10 Wescam shoot

Sorry Mary, Dont mean to sound naive as i havent shot around the golden gate bridge before. is this a standard cost to fly a helicopter near the bridge? Just a little taken back by the cost.

thanks,  
mb

On Sep 22, 2010, at 8:56 AM, Mary Currie wrote:

I am out of the office today...This is potentially doable...Time of day restrictions will apply and the fee is \$10,000, plus insurance for cars on roadway and helicopter. Are you still interested in going to the next step?

**From:** Michael Briggs [[mbriggs84@gmail.com](mailto:mbriggs84@gmail.com)]  
**Sent:** Tuesday, September 21, 2010 11:58 AM  
**To:** Mary Currie  
**Subject:** American Idol - Season 10 Wescam shoot

Hello Mary,

I was sent your information by Laurel Barsotti in the San Francisco Film office. She said you would be my contact to get some information on filming on/around the Golden Gate Bridge.

We are looking to film for American Idol Season 10. Here is what we'd like to do. Maybe you can clue me in as to what kind of a process this will take, and what you need from me in order to move forward. Permits, fees etc?

Scenario:

We'd like to use a Wescam Helicopter to shoot our judge vehicles crossing the Golden Gate Bridge. We would cheat the shot meaning our judges wont be in the cars so we are open to anything schedule wise. Dates would be 11/8, 11/9 OR 11/10.

Please let me know how we can proceed.

Best,  
Michael Briggs  
Associate Production Manager  
*American Idol*  
O: 323-575-8000  
C: 310-779-9050  
[Mbriggs84@gmail.com](mailto:Mbriggs84@gmail.com)

update January 4, 2011  
by MARY CURRIE

Permit Number: FP- 2010  
Date Issued: November 22, 2010



**GOLDEN GATE BRIDGE**  
HIGHWAY & TRANSPORTATION DISTRICT

**Note:** This permit is null and void if the current yellow security alert rises to orange.

## Permit and Location Agreement for Advertisement Production on the Property of the Golden Gate Bridge

1. Subject to conditions and restrictions herein and attached hereto and made a part hereof, and conformance to all applicable laws, permission is hereby given to:

American Idol Productions Inc, 7800 Beverly Blvd Suite 251, LA, CA 90036, attention Michael Briggs, Associate Producer and ("Producer")

2. To use the premises located at the Golden Gate Bridge (GGB) for the Television Series *American Idol* on ~~either December 4, 2010 and December 18, 2010~~ (weather depending) between the hours of 7 am and 11 am, as agreed upon mutually by the Golden Gate Bridge, Highway and Transportation District, San Francisco, CA ("Owner") and the Producer and as generally outlined below:

### Set-Up, Staging and Filming Locations

- All work will be completed between the hours of 7 am and noon, all filming will be completed by 11 am. 10 11pm January 5, 2011
- Three (3) cars (two SUVs and a Limo) will be filmed by a helicopter (Bell 206 B II Jet Ranger, Tail # N213PD) as they are travelling across the Golden Gate Bridge roadway.
- A total of six (6) to eight (8) passes by the helicopter are permitted.
- All 3 cars MUST travel across with the normal flow of traffic and at the 45 MPH speed limit.
- All 3 cars MUST be in the CURB (right-hand side) LANE at all times.
- All 3 cars MUST be behind one another, in a line formation, NOT travelling SIDE by SIDE.
- Crew and cars will stage at the Caltrans parking lot called VISTA POINT, located on the northeast side of the Bridge.

### Additional Filming Conditions

- Except as otherwise noted above, no additional filming or sound recordings may occur, provided that if weather conditions are such that Producer is unable to film on the agreed upon dates, Owner shall permit Producer to return on another date, agreed upon by the parties.
- No filming may occur which causes, or could cause any hazard to traffic, employees or Bridge visitors.
- The Owner reserves the right to stop any activities which, in its sole discretion, cause or have the potential to cause any such hazard.
- Whether actually filmed on location or created by other means, the finished product may not depict any illegal, unsafe, or objectionable activities as taking place on the Bridge.
- All personnel involved in this project shall, at all times, follow all applicable federal, state, local laws and District rules, regulations and ordinances.
- All vehicles involved in this project shall, at all times, be operated in compliance with all

MCC  
approved  
change

3



traffic laws and in a safe manner.

- All cast and crew shall, at all times, obey all applicable regulations and safety standards while on Bridge property and shall respond immediately to requests from duly authorized Bridge or other law enforcement personnel.

3. The Owner hereby grants to Producer and their respective parents, subsidiaries and affiliates, licensees, successors and assigns, for good and valuable consideration, receipt of which is hereby acknowledged, permission to enter upon and use the property and contents thereof and the appurtenances thereto located within the right-of-way of the GGB which includes but is not limited to all Bridge structures, approach roadways, sidewalks, south side parking areas, view areas, buildings and facilities ("Property") as agreed upon between the Owner and the Producer for the purpose of obtaining footage and sound recordings in connection with a single Television Series American Idol ("Television Series") during production thereof and on the dates, times and specific locations described herein.

Footage and sound recordings will be obtained solely in connection with the production of the Television Series. All physical embodiments of the footage and sound recordings obtained on the Property shall hereinafter be known as "Materials". Owner grants to Producer all rights in and to the Materials, including without limitation, the right to exploit the Materials in perpetuity, throughout the world, an unlimited number of times, solely in connection with the Television Series throughout normal chain of its distribution, in any and all media formats and/or manner now known or hereafter devised in and for advertising, marketing, production publicity, and promotion in connection therewith and/or any advertising, promotion or other exploitation thereof. All rights, including copyright in the Television Series and the footage, photography and sound recordings of the Materials obtained by the Producer hereunder, shall be and remain vested in Producer.

Rights in and to the Materials are specifically not granted for any other use, including all forms of stock footage, or the re-packaging, re-use, re-creation, or duplication of the Materials for any other media use other than the Television Series. If additional rights are requested, the express written permission from the Owner is required and additional fees apply.

The Producer acknowledges that Producer is filming and recording such scenes in express reliance upon the foregoing. The Producer represents and warrants that the undersigned has all rights and authority to enter into this agreement and to grant the rights granted hereunder. Producer is not obligated to actually use the Property or produce the Television Series or include the Materials in the Television Series for which it was shot or otherwise. Producer may at any time elect not to use the Property by giving the owner written notice of such election, in which case, neither party shall have any obligation hereunder.

4. Producer hereby agrees to assume all liability and obligation for, and to defend and indemnify and hold the District, its officers, Directors, employees, agents and representatives harmless from and against, any and all claims, demands, liability, actions, causes of action, damages, cost and expense asserted by any person (whether or not a participant in Producer's event or activity), firm or entity of any kind, direct or indirect, relating to or arising out of or in connection with the use, maintenance, operation or condition of the Property, by Producer, its agents, employees, representatives, independent contractors and invitees, except to the extent caused by the sole negligence or willful misconduct of Owner, its officers, Directors, employees, agents and representatives



This agreement to defend and indemnify is subject to the scope of the indemnity as described above, and includes (but is not limited to) claims, demands, liability, causes of action, damages, cost and expense:

A. For personal injuries, mental or emotional distress, wrongful death, loss of consortium, loss of income, loss of earning power or capacity, any other pecuniary, economic, monetary or financial damage of any kind, suffered by any person or entity whatsoever (hereinafter collectively "Injuries and Damages").

B. For such Injuries and Damages suffered by any person or entity by reason of the relocation or redirection of activities, and movements of persons from one portion of the Golden Gate Bridge structure to another in order to accommodate Producer's event or activity, including, by way of example, but not limited to, an injury suffered by a pedestrian on a sidewalk of the Golden Gate Bridge in an accident with a bicyclist who was redirected to that sidewalk in order to accommodate Producer's event or activity on the other sidewalk of the Golden Gate Bridge.

C. Whether or not there is alleged to be negligence or other fault, (including fault based on strict liability or the dangerous condition of property) of any person, firm or entity (including without limitation, District, its contractors, subcontractors, permittees and licensees, members of the public, and any other person, firm or entity, and the employees, agents and representatives of any of the foregoing or of District, connected with or participating in the event for which this permit is issued), and whether or not the fault or negligence of any such person, firm or entity is claimed or alleged to be the sole negligence of such person, firm or entity, or concurrent negligence or fault.

Producer's duty to defend the District shall include the duty to provide legal representation, at Producer's sole expense, in any and all actions, suits, and other legal proceedings, and to pay any and all costs or expenses associated therewith.

5. Producer agrees that it has and will maintain insurance coverage as set forth below. Such insurance shall contain an endorsement including District, District's directors, officers, representatives, agents and employees as additional named insureds. Such insurance shall also provide 30 days' notice of cancellation or any material change in coverage and shall contain an endorsement providing that such insurance is primary insurance. Producer shall, at least FIVE days prior to said activity, cause its insurer(s) to deliver to District the certificate(s) of such coverage.

A. Personal Injury, Bodily Injury and Property Damage Liability Insurance, including automobile and aircraft when applicable, covering all operations and activities with single limits of at least \$5 million per occurrence, and \$5 million in the aggregate, which insurance shall cover the obligations undertaken by Producer under section 4, above.

B. Worker's Compensation Insurance as required by the laws of the State of California.

C. If aircraft is involved, Aviation Liability Insurance, covering all operations and activities with single limits of at least \$5 million per occurrence, and \$5 million in the aggregate, which insurance shall cover the obligations undertaken by Producer under section 4 above and will be provided by the operator of the aircraft.

D. A location fee of \$10,000 will be charged and payable to the Golden Gate Bridge, Highway and Transportation District on the day of filming; an invoice will be issued separately.

6. Producer shall at Producer's sole cost:

A. Maintain property in a neat, clean and orderly condition at all times and shall at the termination or earlier revocation of this Permit clean up and return the described area to a neat, clean and orderly condition equal to or better than existed at the commencement of this Permit.

B. Producer hereby declares that it is an independent contractor, and agrees that nothing in this Permit shall be construed to make it an agent of, or a joint venturer with the District.

C. This Permit shall not be assignable by Producer without District's prior written consent. Notwithstanding the foregoing, after the filming contemplated hereunder is completed, Producer, may without the prior consent of the District, assign this Permit and/or the rights hereunder, the Materials obtained on the Property by the Producer for the Television Series and the rights to the Materials as authorized herein to an "affiliate" of Producer. For the purposes hereof, "affiliate" means any entity acquiring rights in the Television Series and/or controlling, controlled by, or under common control with Producer and "control" means legal or beneficial ownership of 50 percent or more of the outstanding stock, membership interests, partnership interests, or other indicia of ownership or voting interest in an entity.

D. Producer shall reimburse the District for the full cost, including wages and fringe benefits of all District personnel needed to assist in the undertaking of activities proposed by the Producer. Producer agrees to pay to the Owner the sum of \$50 per hour, each, for use of District personnel. Until a final plan is provided to the Property Owner with all of the final details outlined, the final amount can not yet be estimated; at this time it is estimated that about 2 person hours will be required to execute this permit for each day of filming day.

E. Failure to comply with the terms and conditions of this Permit shall entitle District, without waiver of any other remedies it may have in law or equity, to terminate this Permit without notice; provided, however that promptly after the filming/shooting contemplated hereunder is completed, it is expressly understood and agreed that District's rights and remedies against Producer are and shall be irrevocably limited to the right, if any, to recover actual money damages in an action at law, and District shall not be entitled to terminate or rescind this Agreement or any of the rights granted hereunder to Producer, or to enjoin or restrain the development, production, distribution, advertising or other exploitation of the Television Series, the Materials and/or any rights therein and/or to seek same.

Owner

Mary Currie, Public Affairs Director

Date: 11/8/2011

Producer

Name: Suzanne Lopez, SVP of Business and Legal Affairs

SIGNATURE: S Lopez

Date: 12/1/10

OCT. 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Tuesday, October 05, 2010 9:48 AM  
**To:** Erik at Echo  
**Subject:** RE: Golden Gate Filming

The base fee for TV show filming on our property is \$10,000/day, with limitations as to where and who you can film.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Erik Swanson [<mailto:eswanson7@yahoo.com>]  
**Sent:** Monday, October 04, 2010 11:31 AM  
**To:** Mary Currie  
**Cc:** Erik at Echo  
**Subject:** Golden Gate Filming

To Whom it May Concern,

I am very interested in speaking with someone regarding the possibility of shooting a reality television show in and around the Golden Gate Bridge. Our Los Angeles based company, Echo Entertainment Inc., is pursuing projects that bring a new perspective to large-scale science and engineering. Bridges are perhaps the pinnacle of engineering achievement and there is no more recognizable bridge in the United States than the Golden Gate. Our show would personalize this landmark by showing the day-to-day operation and maintenance of the bridge through the eyes of a select few who work on and around the bridge every day.

I'd love to discuss this further with someone and find out how we can move forward with this idea. I can be reached either by e-mail: [erik@echoent.com](mailto:erik@echoent.com), or at any time on my cell phone: 310-592-2695.

Thank you very much,

Erik Swanson  
Echo Entertainment, Inc.  
[erik@echoent.com](mailto:erik@echoent.com)  
office: 818-981-9271  
cell: 310-592-2695

OCT. 2010

Mary Currie

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From: Mary Currie  
Sent: Monday, October 11, 2010 1:57 PM  
To: yukinorinakamura@aol.com  
Subject: RE: Japanese TV

The Golden Gate Bridge filming process requires 30 days advance for the filming permit so if you want to film on our property on October 20-22 timeframe it is too late to apply for a permit. The daily location fee for TV shows is \$10,000 us dollars. So, i suggest you try filming your beauty shots OFF of Golden Gate Bridge Property which is the roadway, sidewalks, and parking and visitor areas directly adjacent on the south side. You should work with the National Park Service, Department of the Interior as they operate Golden Gate National Recreation Area which has jurisdiction for much of the property directly adjacent to the Bridge property.

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From: [yukinorinakamura@aol.com](mailto:yukinorinakamura@aol.com) [[yukinorinakamura@aol.com](mailto:yukinorinakamura@aol.com)]  
Sent: Monday, October 11, 2010 1:36 PM  
To: Mary Currie  
Subject: Japanese TV

Dear Ms Currie

My name is Yuki Nakamura and I am a production coordinator for Japanese TV program "Perfect Map", travel program reporting hotels, restaurants and tourist spots, they have been all over the world, Tahiti, Hong Kong, Canada.....and this time they are doing SF. They are arriving in SF on 20th and filming Sonoma, Carmel, Monterey, Yosemite and leaving on 27th. Tanya Houseman of SF Convention & Visitors Bureau has been helping us and I have been talking to Christine Munday of Film Commission. I have been told that Golden Gate Bridge is separate so I will be sending an insurance certificate but I just wanted you to know what's going on since 20th is approaching. We will be in Sonoma on 20th & 21st then will be back to SF on 22nd. So we will be taping around the city in the morning and late afternoon, we will be at Golden Gate Bridge. I will get back to you when close and when I have more concrete schedule.

Thank you very much.

Best Regards,

Yuki Nakamura  
213-884-0322



Nov. 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Tuesday, November 02, 2010 9:33 AM  
**To:** 'Anastasia Cronin'  
**Subject:** RE: History Channel Production- Meat: America

We require 30 days advance for permitting and charge \$2500/day.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Anastasia Cronin [<mailto:anastasiac@halfyardproductions.com>]  
**Sent:** Tuesday, November 02, 2010 9:28 AM  
**To:** Mary Currie  
**Subject:** History Channel Production- Meat: America

Hello,

I am working on a TV documentary for the History Channel about meat in America. We have a host that is traveling the country meeting with the people and visiting the locations that make a meal of meat possible.

We are coming to San Francisco to film the week of November 15th. We are still sorting out the final dates, but I wanted to touch base with someone at the Golden Gate Bridge about filming at the bridge.

We have a small crew of 5 people with handheld equipment plus tripod. We are interested in getting shots of our host walking on the bridge, talking to camera, and general beauty shots of the bridge. Please let me know if this is possible and what sort of permitting process is involved.

Thank you for your time.

All the best,  
Anastasia

Anastasia Cronin  
4922 Fairmont Avenue  
Suite 300  
Bethesda, MD 20814  
[o] 240.223.3422  
[c] 862.324.1782  
<http://www.halfyardproductions.com>

Nov. 2010

Mary Currie

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**From:** Mary Currie  
**Sent:** Tuesday, November 16, 2010 9:15 AM  
**To:** 'Ornella Olivari'  
**Cc:** 'James\_Sword@nps.gov'; 'Noemi\_Margaret@nps.gov'  
**Subject:** RE: Permission for filming  
**Attachments:** IMG\_1096.JPG

Thank you for your inquiry. We require 30-days advance for planning and permitting filming, which you do not have as it is November 16 (and it would cost \$2500 to be on our property here at the Golden Gate Bridge). I suggest you film the Bridge from a location off our property, on the property of the GOLDEN GATE NATIONAL RECREATION AREA - the information for their permits is here: [www.nps.gov/goga/planyourvisit/permits.htm](http://www.nps.gov/goga/planyourvisit/permits.htm) and I have attached a photo of a general area that you might like. The people that can assist you are copied on this email.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

-----Original Message-----

**From:** Ornella Olivari [<mailto:Ornella.Olivari@mega.cl>]  
**Sent:** Monday, November 15, 2010 1:41 PM  
**To:** Mary Currie  
**Subject:** Permission

Dear Mery:

I am writing this letter because currently the entertainment area of Mega Tv Channel Chile, is working on a new project for the summer, about travel, like Travel and Living shows. The idea is that the different tv host of Mega Channel exhibit to our audience all the fabulous attractions that California and the major cities have. We have an excellent experience with a similar program of us "Vive Sudáfrica" in ocasión of South Africa World Cup.

This time we will travel to California to tour San Francisco, San Diego y Los Angeles, is for this reason that we want to request authorization to enter and record on the Golden Gate Bridge, in November 22, because we think that is a very interesting place to show. Thank you for your time.

Yours Sincerely,

Ornella Olivari  
Productora Mega  
810 8062  
810 8055  
9 7303991

[<http://www.mega.cl/files/mega/logo-mail-estandar.jpg>]<http://www.mega.cl/>>  
Av. Vicuña Mackenna 1348, Ñuñoa. Santiago - Chile

Por favor agregue este correo a su lista de usuarios seguros para ver correctamente su contenido



Dec. 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Thursday, December 02, 2010 11:42 AM  
**To:** 'lu Assis'  
**Subject:** RE: film in Golden Gate Bridge

Call me when you get here. My cell phone is 415-317-2222.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** lu Assis [<mailto:lucianaajornalismo@hotmail.com>]  
**Sent:** Thursday, December 02, 2010 11:32 AM  
**To:** Mary Currie  
**Subject:** film in Golden Gate Bridge

Hi,  
my name is Luciana Assis, I'm working to some station television in Brazil. I need somebody for give me a interview about structure construction of the Golden Gate Bridge. In Brazil there is a bridge Hercilio Luz, it's look like the bridge of San Francisco, but who had a rich and banned by this lack of security. I'm going there on december 14 and 15. Can you help me find someone for this video? There is a museum of the Golden Gate Bridge?

My phone number is 951 5259434  
thank You  
Luciana

Dec  
~~Nov~~ 2010

**Mary Currie**

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**From:** Mary Currie  
**Sent:** Friday, December 03, 2010 8:17 AM  
**To:** 'Pierce Cullen'  
**Subject:** RE: Filming questions

I left you a message yesterday...I am out most of today. We require 30 days advance for the permit and charge \$2500/day, if we agree to participate.

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and Transportation District  
PO Box 9000, Presidio Station, San Francisco, CA 94129

415-923-2222

**From:** Pierce Cullen [<mailto:pierce.greenpeace@hotmail.com>]  
**Sent:** Tuesday, November 30, 2010 4:07 PM  
**To:** Mary Currie  
**Subject:** Filming questions

Hello there my name is Christopher Lara and I am currently scouting locations of great interest such as the Golden Gate Bridge to be filmed on for a pilot episode to be a Discover Channel TV show I am interested in learning what we will need to film on the bridge we would love to work with some bridge employees to interview feel free to contact me back via email or by mobile since I am never in a single location (707)624-5327. I look forward to hearing back from you.

Thanks,

Christopher M. Lara

Dec. 2010

Mary Currie

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**From:** Chrissy Shearer [chrissy\_shearer@gpsf.com]  
**Sent:** Tuesday, December 07, 2010 10:04 AM  
**To:** Mary Currie  
**Subject:** Golden Gate Bridge in Chevy online interactive banner  
**Attachments:** Screen shot 2010-12-07 at 10.01.23 AM.png; ATT00001..txt;  
boarded\_scenic\_route\_banners.jpg; ATT00002..txt

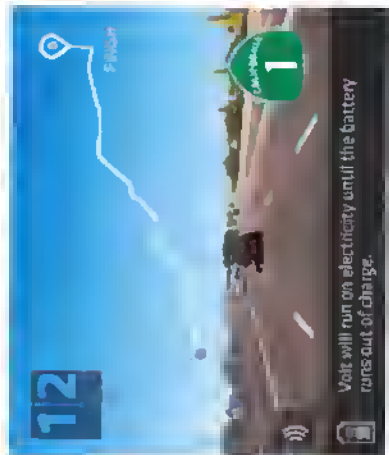
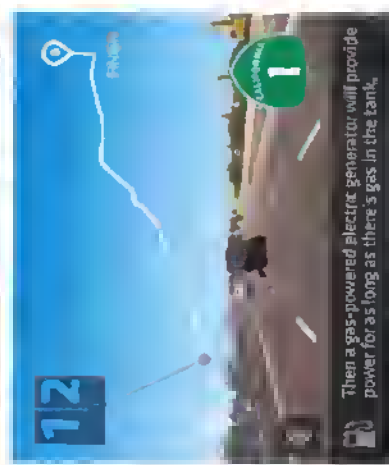
(Filming  
Not done)

Hi Mary,

Attaching here a mockup of an interactive online unit we're working on that features time lapse video of the GG Bridge for about 3-4 seconds. Please take a look and let me know if this is "not objectionable." Also, please call with any questions. We're trying to go live with this 12/30.

Thank you,  
Chrissy Shearer  
Goodby, Silverstein & Partners  
Broadcast Business Affairs  
[chrissy\\_shearer@gpsf.com](mailto:chrissy_shearer@gpsf.com)  
(415) 955-6361

Still from edit:



## Mary Currie

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**From:** Chrissy Shearer [chrissy\_shearer@gpspsf.com]  
**Sent:** Wednesday, December 08, 2010 9:00 AM  
**To:** Mary Currie  
**Subject:** Re: Golden Gate Bridge in Chevy online interactive banner

Hi Mary, we are removing the bridge footage from the edit as we don't have that kind of money in our budget.

Thank you,  
Chrissy

On Dec 8, 2010, at 8:29 AM, "Mary Currie" <[MCurrie@goldengate.org](mailto:MCurrie@goldengate.org)> wrote:

> What happened when you talked to the video makers? I would like to follow up with them and let them understand the costs and procedures for the GGBridge.....

>

> Mary Currie, Public Affairs Director

> Golden Gate Bridge, Highway and Transportation District PO Box 9000,

> Presidio Station, San Francisco, CA 94129

>

> 415-923-2222

>

>

>

> -----Original Message-----

> From: Chrissy Shearer [[mailto:chrissy\\_shearer@gpspsf.com](mailto:chrissy_shearer@gpspsf.com)]

> Sent: Tuesday, December 07, 2010 10:04 AM

> To: Mary Currie

> Subject: Golden Gate Bridge in Chevy online interactive banner

>

> Hi Mary,

>

> Attaching here a mockup of an interactive online unit we're working on that features time lapse video of the GG Bridge for about 3-4 seconds. Please take a look and let me know if this is "not objectionable." Also, please call with any questions. We're trying to go live with this 12/30.

> Thank you,

> Chrissy Shearer

> Goodby, Silverstein & Partners

Dec. 2010

Mary Currie

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**From:** Chris Fox [c.foxy@mac.com]  
**Sent:** Monday, December 20, 2010 11:40 AM  
**To:** Mary Currie  
**Cc:** Jason Gilbert  
**Subject:** Filming on Golden Gate

Mary,

Hi I was given your email address by SF Film Commission's office as the contact for shooting on the Golden Gate. I'm a production supervisor at Furlined in LA and we have an upcoming Pizza Hut commercial shooting the week of Jan 10th. We'd like to shoot a pizza delivery guy walking on the Golden Gate with a pizza box in his hand.

I heard the permitting process is lengthy. Can you tell me whether it's possible to shoot this the week of the 10th (tentatively looking at shooting this Fri. Jan 14th)? And if so, forward me your contact info and the necessary forms to get the ball rolling?

Thanks,  
-Chris